



## **Gems and jewellery market is going to boom, says a new report**

The Global Gems and Jewellery Market survey analysis offers energetic visions to conclude and study market size, market hopes and competitive surroundings. The research is derived through primary and secondary statistics sources and it comprises both qualitative and quantitative detailing. Some of the key players profiled in the study are BVLGARI, Malabar Gold & Diamonds, DeBeers, LVMH, Richemont, Signet Jewelers, Mikimoto, Chow Tai Fook Jewellery, Kalyan Jewellers, Darry Ring, Kering, Van Cleef & Arpels, Graff Diamonds, TIFFANY & CO., Rajesh Exports, Emperor Watch & Jewelry, Cartier & Harry Winston.

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## As remittances, gold demand drop, traders in Kerala fear lengthy crisis

### KOZHIKODE

Amid fears of another Covid-19 wave in multiple parts of the world, businessmen and residents feel that recovery may not exactly be on the horizon for the state's economy, especially its remittance and tourism-driven component. In the small town of Koduvalli in Kerala's Kozhikode district, there were around 100 gold shops in a 500-metre stretch but many have shut as the gold demand is down 40 per cent.

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## **AstaGuru to host online auction of Heirloom Jewellery**

AstaGuru's upcoming Heirloom jewellery auction in May 2021 is all about timeless elegance that has been passed on for generations. Through such auctions AstaGuru strives to showcase the untapped potential in the vintage jewellery and silver segment in the Indian market and therefore AstaGuru was the first Indian auction house to present an exclusive sale in this segment.

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## Government to implement mandatory gold hallmarking from June 1

**NEW DELHI**

The Centre, in November 2019, had announced that hallmarking of gold jewellery and artefacts would be made mandatory from January 15, 2021 but the deadline was extended till June due to the Covid-19 pandemic. Pramod Kumar Tiwari, Director-General, BIS said, “From June, we are fully prepared to implement (mandatory hallmarking). And at present, we have received no proposal to extend the date.” So far, 34,647 jewellers have registered with the BIS.”

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## **CaratLane appoints Avnish Anand as Chief Operating Officer**

**CHENNAI**

Avnish Anand will play an important role in scaling up both domestic and international business. Being the first employee at CaratLane and part of the founding team, his contribution to the foundation of the Omni-channel business has contributed to how the organisation has taken shape. As COO, he will lead CaratLane's new opportunities by growing the core business, Omni-channel strategy and build key partnerships to drive growth.

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## Gems, jewellery exports drop 25.71 per cent in FY21: GJEPC

### MUMBAI

The overall gems and jewellery exports declined by 25.71 per cent to Rs 1,85,952.34 crore during 2020-21, compared to the previous financial year, on account of Covid-related disruptions, GJEPC said. The gross gems and jewellery exports during 2019-20 stood at Rs 2,50,319.89 crore. Cut and polished diamonds exports in FY21 declined by 8.87 per cent to Rs 1,20,302.04 crore from Rs 1,32,015.25 crore in FY20.

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## **Gem and jewellery manufacturing exempted from the ongoing emergency measures for Covid: Maharashtra govt**

### **MUMBAI**

During a virtual meeting between the state government and trade to review the requirements of the gem and jewellery industry during the current period of restriction in the state, the government clarified that as long as work could be carried out in shifts, gem and jewellery manufacturing and ancillary activities in the state would be exempted from emergency measures.

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## Tanishq reinvents its wedding brand Rivaah in a new avatar

### BENGALURU

Rivaah by Tanishq unveils the new brand proposition of 'Jewel for every tradition' for the millennial brides-to-be. The new proposition communicates the meaning and significance of every ritual and jewellery the bride wears. This proposition has been brought alive through a beautiful story filled with symbolism and emotion.

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## **Diamonds to regain pre-pandemic sparkle in India by end of 2023**

Diamond jewellery demand will recover to pre-pandemic levels between 2022 and 2024, with China leading the way, a report commissioned by the Antwerp World Diamond Centre predicted. Demand recovery will diverge depending on lockdown policies, government support, and the extent to which retailers manage to shift sales online. China's diamond jewellery demand will recover fully this year, while in India it will only recover by end of 2023 or 2024, with the US expected to recover by 2022-2023.

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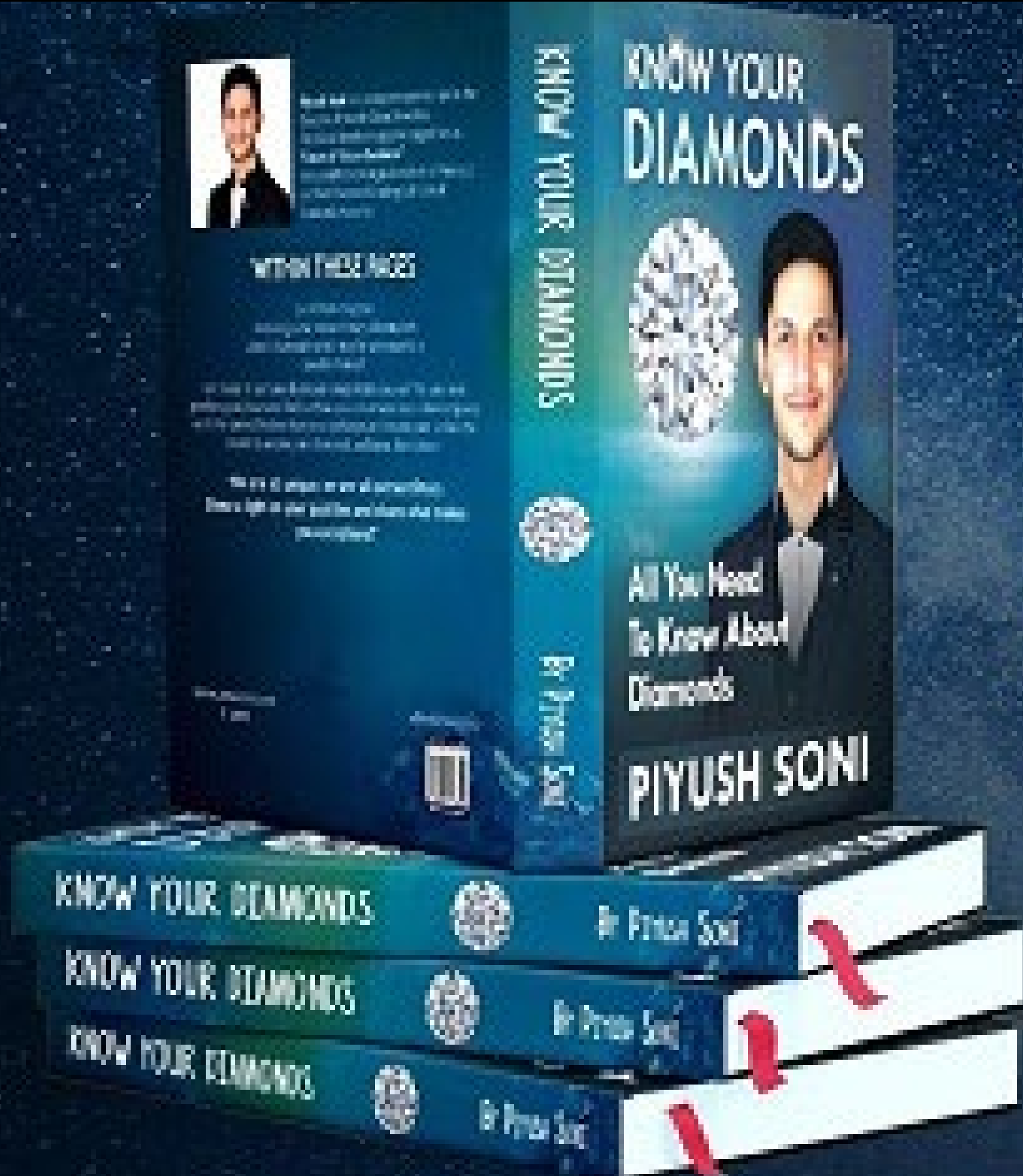
## Industry experts expect demand for gold loans to surge as unorganised sector gets back on track

### MUMBAI

The outlook for gold loan demand remains strong, especially with the expected V-shaped recovery in economic growth. In 2021-22, the industry expects 15-20% growth, even as the base is larger. Banks are also now aggressive in gold loan business. Banks normally charge 1% processing fee in addition to appraiser fee on gold loans, which adds up to 4% to the interest rate of a three-month gold loan by a bank.

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# KNOW YOUR DIAMONDS

By Piyush Soni

**Launching this 25<sup>th</sup> Dec**

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**Piyush Soni, director of Kolkata based Manikchand Jewellers and Sons penned a book titled ‘Know Your Diamonds’**

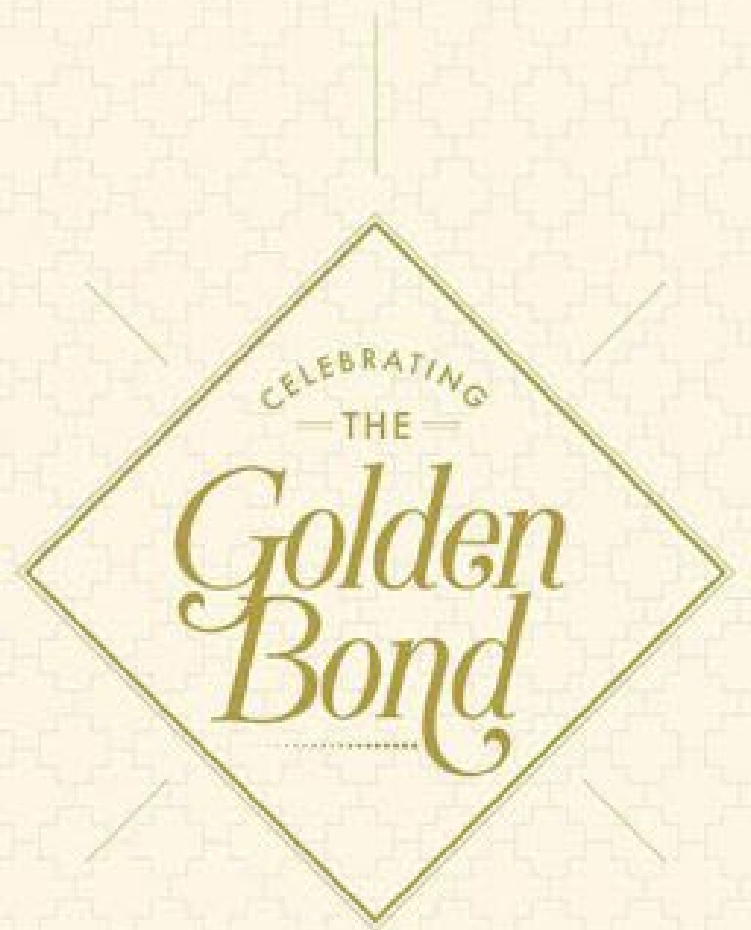
## KOLKATA

The book gives a lot of information on the styles and trends which make it easy for the customers to buy exactly what suits them. According to Piyush, the book will also benefit retailers to get updated about the latest styles in the market and an honest effort to not only educate customers, but also jewellers with useful insights.

***(Republished from print edition)***

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The eternal relationship we share with the ones who entrust their faith in us!

## The Golden Bond by Verma Jewellers enters its second year amid much bigger fanfare

**SOLAN**

After taking storytelling and consumer engagement to a whole new level with their 'golden bond' campaign last year, Verma Jewellers have come up with its second edition. The concept builds on the emotional connection between the client and the brand. It brought to the fore the bond shared between two sisters, two friends, mother-in-law and daughter-in-law and in turn insinuates the value of relationships for their customers and the brand.

***(Republished from print edition)***

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KNOW YOUR DIAMOND

Cut

Round

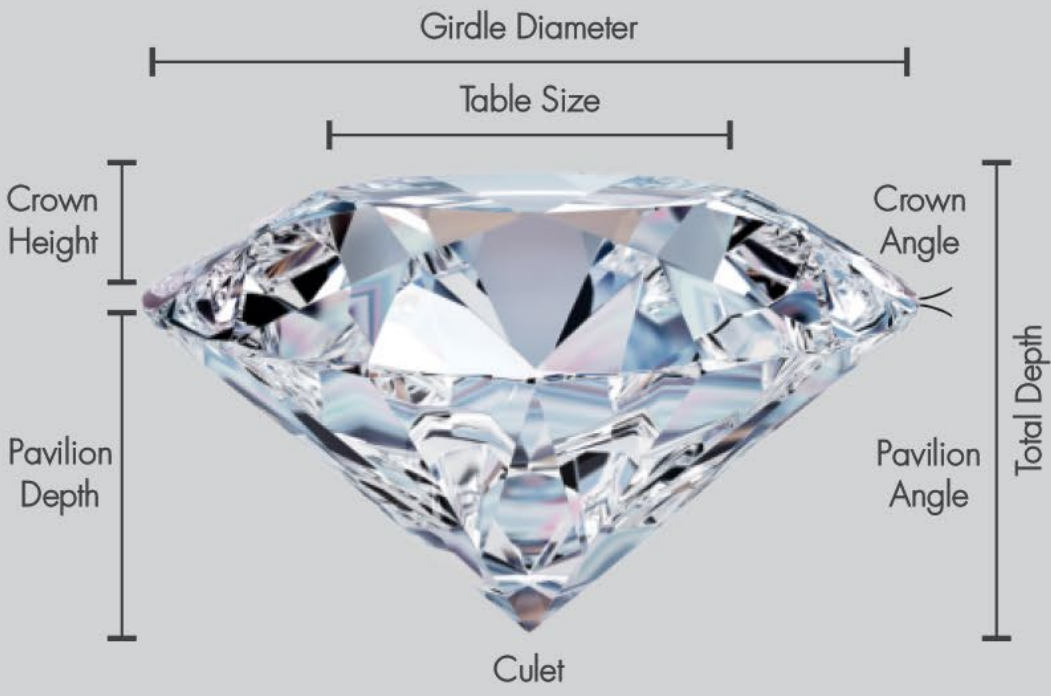
Princess

Marquise

Pear

Heart

Oval



Color

D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
Colorless			Near Colorless				Faint Yellow			Very Light Yellow				Light Yellow								

Clarity

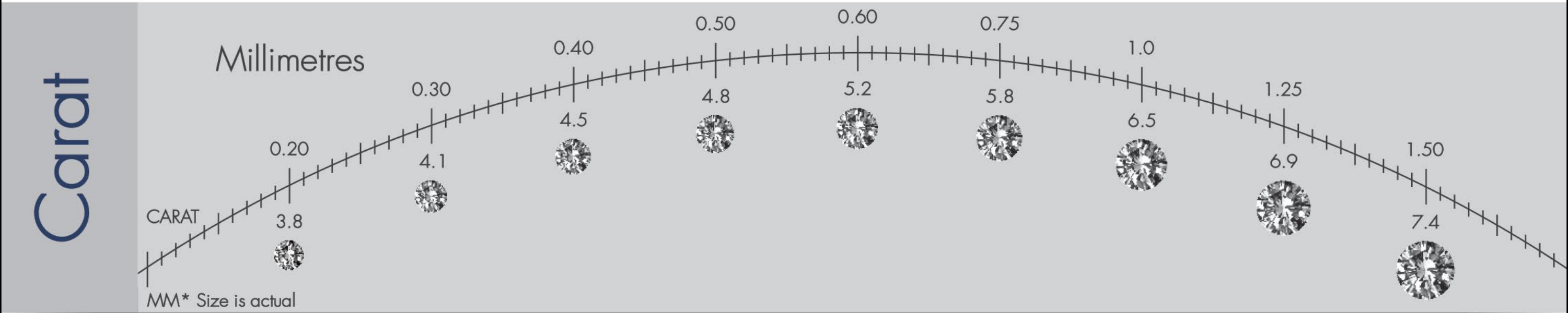
IF  
Internally Flowless

VVS 1 VVS 2  
Very Very Slightly Included

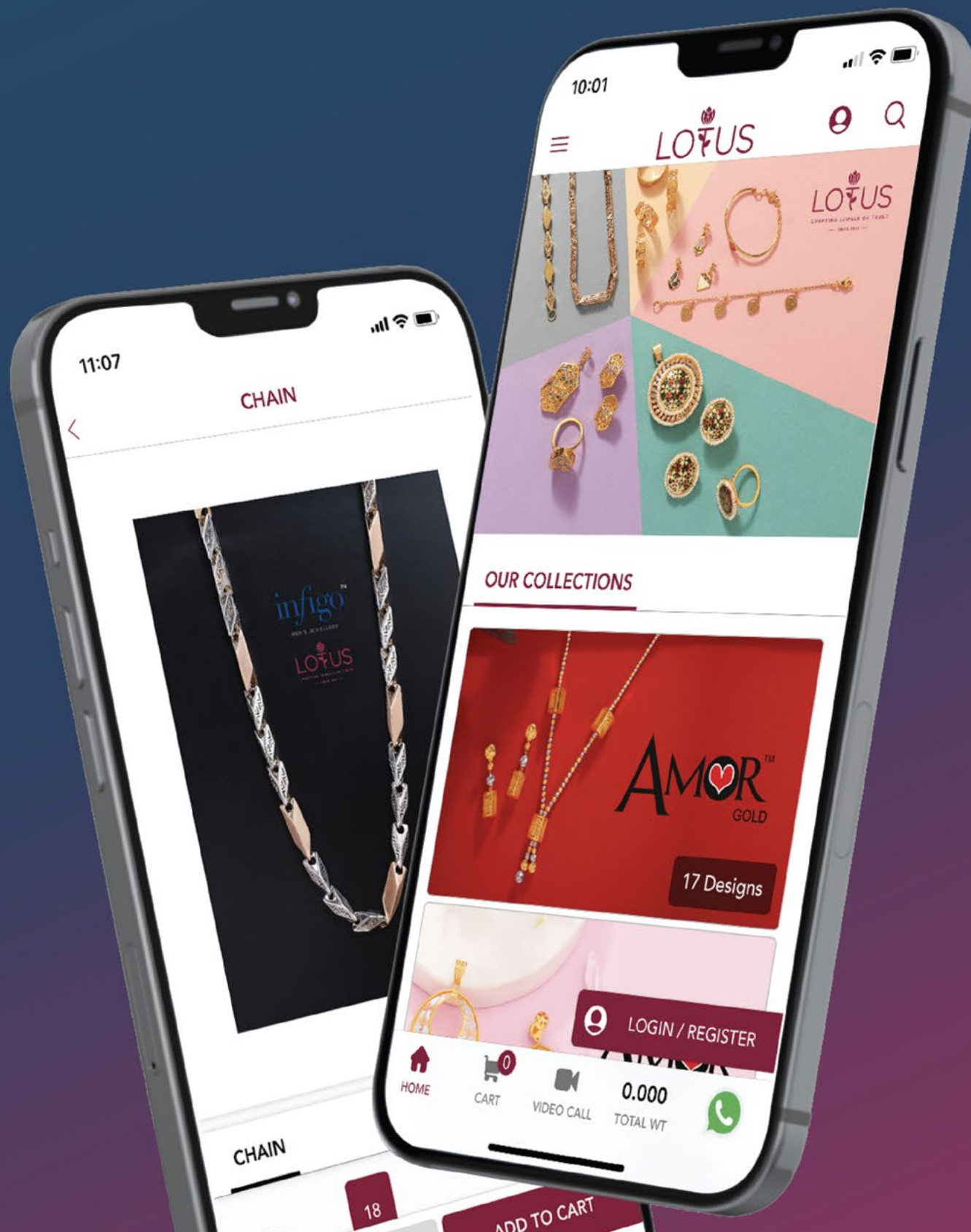
VS1 VS 2  
Very Slightly Included

SI 1 SI 2  
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I 1 I 2 I 3  
Included







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## A New Customer Centric app with smashing features helps Lotus Jewellery Creation to take a leap in the industry

**RAJKOT**

Lotus Jewellery Creation had launched an application to help retailers streamline their purchases, delivery and choices. All features have been kept in mind for the app, which is streamlined to make suggestions for customers who may be looking for matching pieces to one they have wish-listed. Products can be sorted in several ways on the website. One of the most common is weight-wise. There is a filter for new arrivals.

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## **Millennials and Gen-Z describe natural diamonds as ‘Unique’ & ‘One of a kind’**

Natural Diamond Council conducted broad diamond desirability research through 360 Market Reach in the final quarter of 2020 among 5,000 respondents between the ages of 18 – 39. The analysis shows diamond jewellery leading as the most highly desired, and tangible luxury good overall. Vacations were the only luxury items ahead of diamond jewellery for both generations. Both Millennials and Gen-Z buy natural diamonds jewellery for themselves and others as gifts.

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